

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA

(All sections / Groups)

2 MARCH 2016
09.00a.m – 11.00a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** printed pages including cover page.
2. Answer **ALL** questions in the answer booklet provided to you.
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

There are FIVE (5) questions in this section. Answer ALL questions.

Question 1

- a. Discuss FIVE (5) reasons why Information Systems is relevant for all industries today? (10 marks)
- b. The emerging technologies today has created FIVE (5) trends that business managers need to manage and understand if they don't want to be left behind. Discuss the trends. (10 marks)

(Total: 20 marks)

Question 2

- a. Differentiate between Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM). Support your answer with a diagram for each. (10 marks)
- b. Many businesses have embraced social media to connect with their customers. Describe any FIVE (5) social media sites that are successful in engaging their customers and gained competitive advantage. (10 marks)

(Total: 20 marks)

Question 3

- a. Health care provider and insurance companies are turning to information systems to support operational, management and strategic activities. Suggests any FIVE (5) technological solutions or applications that may be useful for health care providers such as hospitals. (10 marks)
- b. Distinguish between a data, information and knowledge. Support your answer with examples. (10 marks)

(Total: 20 marks)

Continued...

Question 4

- a. Discuss any FIVE (5) steps taken to maintain one's privacy when shopping online.
(10 marks)
- b. Briefly define the following terms:
- i. Botnet (3 marks)
 - ii. Computer Forensics (3 marks)
 - iii. Firewall (4 marks)
- (10 marks)

(Total: 20 marks)

Question 5

- a. You are hired as a Project Manager to develop an animated movie as a marketing tool for a theme park in Malaysia. Describe what you need to get ready in terms of creativity, organization, communication, hardware, and software for this project.
(10 marks)
- b. Propose multimedia solutions for Multimedia University to increase the student enrollment.
(10 marks)

(Total: 20 marks)

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